

I claim:

1. A watch comprising:

a case with bottom and a crystal disposed generally in parallel to each other,
and a continuous sidewall extending around the case;

a watch face having at least a portion disposed at an angle with respect to the
crystal;

indicia disposed on said watch face; and

a radiation emitting device arranged in a case to direct radiation to illuminate
said indicia.

2. The watch of claim 1 wherein said sidewall is formed with a cavity and said
radiation emitting device is disposed in said cavity.

3. The watch of claim 1 wherein said radiation emitting device is an LED.

4. The watch of claim 1 wherein said indicia is formed of a UV sensitive material that
renders said indicia visible in the presence of UV radiation, and wherein said
radiation emitting device is a UV LED.

5. The watch of claim 4 wherein said crystal is coated with a UV reflective material
and said device is arranged to generate some radiation toward the crystal, which
radiation is then reflected toward said watch face.

6. The watch of claim 1 wherein said case and said watch face are generally circular.

7. The watch of claim 1 wherein said case and said watch face are generally square.

8. A watch comprising:

- a case defining an inner space and having a peripheral wall, a crystal and a bottom, with a corner zone formed between said peripheral wall and said crystal;

- a watch face disposed under said crystal;

- indicia disposed on said watch face; and

- a first radiation emitting device including a radiation source disposed at the corner zone and oriented to direct radiation at said indicia.

9. The watch of claim 8 wherein said watch face includes a portion disposed at an angle with respect to said crystal.

10. The watch of claim 8 wherein said indicia includes a UV reactive material that renders said indicia visible in the presence of UV radiation and wherein said radiation source is a UV LED.

11. The watch of claim 8 wherein said watch face includes a first portion that is angled with respect to said crystal and a second portion that is substantial parallel to said crystal.

12. The watch of claim 8 wherein said watch face includes a first portion and a second portion separate from said first portion, both said portions being angled with respect to said crystal.

13. The watch of claim 11 wherein both portions include indicia defining respective first and second dials.

14. The watch of claim 11 further comprising a separate radiation emitting device for illuminating said second portion.

15. The watch of claim 14 wherein said watch face has straight portion disposed substantially in parallel to the crystal and a second portion disposed substantially at an angle with respect to the crystal, said watch further including a second light source oriented to selectively direct radiation at said second portion.

16. The watch of claim 8 wherein said watch face is parallel to the crystal.

17. The watch of claim 16 wherein said crystal is coated with a UV reflective material.

18. The watch of claim 16 wherein said watch face is coated with a UV reflective material.

19. An illumination device comprising:

- a crystal;

- a dial disposed under said crystal;

- indicia disposed on said dial; and

- a radiation emitting device including a radiation source disposed at the corner zone and oriented to direct radiation at said indicia.